IMPACT OF CELEBRITY ADVERTISING ON THE READERS OF PASSION MAGAZINE IN SALONS WITHIN NAIROBI CENTRAL BUSINESS DISTRICT

BY

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ABSTRACT

This study sought to investigate the impact of celebrity advertising on consumers' attention, recall, attitude, and buying behaviour. While using both quantitative and qualitative methods of data collection, the research focused on the readers of *Passion Magazine* in salons within Nairobi Central Business District. It was established that consumers watch, listen and look at advertisements bearing images of celebrities when they find them familiar and attractive, but only buy the advertised product when the celebrity earns their trust. Thus, attractive, familiar and trustworthy celebrities are more persuasive.